

Module: G11 Marketing		
Exam: G11 Marketing	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: 2nd Semester	Module: Mandatory	Language: German
Responsible lecturer: Prof. Dr. Holger Buxel	Cycle: Summer Term	Registration information: LSF
Lecturer in charge: Prof. Dr. Holger Buxel		
Learning outcomes	Students are able <ul style="list-style-type: none"> • to think and act market-oriented • to describe and apply basic marketing models • to explain and apply basic terms of marketing • to explain and apply basic methods of marketing strategy development, product policy, pricing, communication and distribution policy. 	
Form of exam	Written exam (60 min)	
Form of teaching	<ul style="list-style-type: none"> • Lecture • Practical Training 	
Course contents	<ul style="list-style-type: none"> • Basics of marketing (objectives, function, etc.) • Strategic marketing • Product policy • Pricing • Communication • Distribution policy 	
Workload	Presence (4 SWS): Preparation and Follow-up: Sum:	60 h 90 h 150 h
Requirements	None	
Literature	<ul style="list-style-type: none"> • Homburg, C., Krohmer, H., (2009), Marketingmanagement, Gabler-Verlag, Wiesbaden (latest edition) • Meffert, H., Burmann, C., Kirchgeorg, M., (2011), Marketing, Gabler-Verlag, Wiesbaden (latest edition) 	